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Air Service Data & Planning Seminar Agenda

Host Airport



Sponsors



January 11-13, 2016 • Embassy Suites Palm Beach Gardens - PGA Boulevard • Palm Beach, FL

Monday, January 11, 2016

- 4:00pm – 5:30pm **Registration** *(Concourse)*
- 5:30pm – 7:00pm **Host Airport Welcome Reception**
Verdea Bar (located on the lobby level)

Catch up with old friends and make new ones at host airport welcome reception. It is the perfect opportunity to find out what your colleagues are doing to address the challenges of our ever-changing air service environment.

Tuesday, January 12, 2016

- 8:00am – 4:00pm **Registration** *(Concourse)*
- 6:00am – 9:00am **Breakfast**
(Full hot breakfast included in room rate and enjoy on your own in the hotel restaurant)
- 9:00am – 9:15am **Welcome and Opening Remarks** *(Bach/Beethoven)*
- Speakers: Justin Meyer, Deputy Director of Aviation – Marketing and Air Service Development, Kansas City Aviation Department
Glenn Jergensen, Executive Director, Tourist Development Council Palm Beach County
- 9:15am – 10:00am **Roundtable Session: Former Airline Representatives Share Their Advice**
(Bach/Beethoven)
- The participants in this session will provide some key strategic insights into air service development from the inside and the outside. Each of our panelists previously held a planning role with an airline, but now sits on the other side of the table, either representing an airport, or assisting airports in the pursuit of new air service. Learn the differences between how airlines and airports analyze new services, hear what airports do well and what they don't do well, and take some air service advice from our experts who have taken part in route development from more than one perspective.
- Moderator: Jamie Kogutek, Vice President, Airline and Airport Services, Forecast, Inc.
- Speakers: Will Livsey, Senior Manager of Air Service Research & Development, Memphis-Shelby County Airport Authority
Rhett Morgan, Director, Ailevon Pacific Aviation Consulting
Sabine Reim, Senior Vice President, Airline Network Strategy, InterVISTAS Consulting Inc.
- 10:00am – 11:00am **Data Session: Demographics** *(Bach/Beethoven)*
- Our airports should only be part of the story when meeting with an airline. This discussion based session will highlight the various types of demographic information that is important to cover with an airline to help them understand your market.
- Speaker: Michael Crockatt, Senior Vice President, Air Service & Business Development, InterVISTAS Consulting Inc.
- 11:00am – 11:15am **Networking Break**
- 11:15am – 12:00pm **Concurrent Data Session: Schedule Data** *(Fundamentals)* *(Mozart)* **Concurrent Data Session: Schedule Data** *(Advanced)* *(Bach/Beethoven)*
- Speakers: Jack Penning, Executive Director, Air Service Strategy and Development, Sixel Consulting Group Tom Reich, Director of Air Service Development, AvPorts
- 12:00pm – 1:00pm **Networking Lunch**

1:00pm – 2:00pm

Data Session: Alternative Sources of Data *(Bach/Beethoven)*

A solid route proposal includes more than local newspaper headlines and numbers from government databases. A successful Air Service Development professional is constantly making new connections and seeking out new sources of information that can support their route development narrative. This session will highlight airports and destination marketing organizations who have utilized different sources of data to grow their business.

Moderator: Justin Meyer, Deputy Director of Aviation – Marketing & Air Service Development, Kansas City Aviation Department

Speakers: Vicki Allen, Research Manager, Visit Florida
Joe Cambron, Director of Air Service Development, Wayne County Airport Authority
Vicki Jaramillo, Senior Director Marketing & Air Service Development, Greater Orlando Aviation Authority
Gustav Weibull, Business Intelligence and Research Manager, Discover The Palm Beaches

2:00pm – 3:00pm

Data Session U.S.: T-100 and Origin and Destination Survey Data *(Bach/Beethoven)*

Speaker: James Lundy, Vice President, Campbell-Hill Aviation Group, LLC

3:00pm – 3:15pm

Networking Break

3:15pm – 4:15pm

Roundtable Session: Beyond Network Planning *(Bach/Beethoven)*

Air Service Development professionals spend most of their time working with the network and planning sections from an airline. This session will focus on hearing about other departments within the airlines and how they influence route development.

Moderator: Carol Hewitt, Director, Route Development, Edmonton International Airport

Speakers: Jeff Harris, Director, Real Estate & Airport Affairs, WestJet
Andres Hirschfeld, Director, Facilitation and Cargo Security, United Airlines
Melissa Skluzacek, Director of Pricing & Revenue Analysis, Spirit Airlines

4:15pm – 5:15pm

Roundtable Session: Developing an Effective Approach to Strategic Air Service Planning *(Bach/Beethoven)*

Moderator: Hampton Brown, Director, Air Service Development, San Diego County Regional Airport Authority

Speakers: Bryan Dietz, Vice President, Air Service Development, Allegheny County Airport Authority
Carl Jones, Director Air Service Development, Vancouver Airport Authority
Molly E. Waits, Houston Airport System, Director of Air Service Development

Wednesday, January 13, 2016

8:00am – 2:00pm **Registration**

6:00am – 9:00am **Breakfast**
(Full hot breakfast included in room rate and enjoy on your own in the hotel restaurant)

8:00am – 9:00am **Air Service Working Group Meeting** (Open to all registered attendees)

9:00am – 10:00am **Roundtable Session: Current Airline Representatives Share Their Advice**
(Bach/Beethoven)

You've spent weeks mining the data, formatting charts and graphs, and refining your forecast. The route case is rock solid. But what will the airline think? This panel of US and Canada-based route planners will listen intently to several hundred airport presentations over the course of this year are prepared to share insights on what makes a memorable meeting. Following a brief update from each carrier, the moderator will lead a discussion that will help Air Service Development professionals understand the current realities of the airline market and how to make the most of future meetings with both tenant and prospective carriers.

Moderator: Brian Solis, Manager - Air Service Development, Southwest Florida International Airport

Speakers: Dave Doty, Senior Manager, Network Planning & Performance, Southwest Airlines
Mark Kopczak, Vice President, Network Planning, Spirit Airlines
Andrei Lazar, Network Planning and Scheduling Manager, Air Canada

10:00am – 10:45am **Concurrent Data Session: Ticketing and Booking (Fundamentals)** (Bach/Beethoven) **Concurrent Data Session: Ticketing and Booking (Advanced)** (Mozart)

Speakers: Jordan Kayloe, Senior Vice President, Diio Jeffrey Hartz, Senior Air Service Consultant, Mead & Hunt, Inc.

10:45am – 11:00am **Networking Break**

11:00am – 11:45am **Data Session: Quality of Service Index** (Bach/Beethoven)

Speaker: Mike Lopez, Vice President, Seabury APG

11:45am – 12:30pm **Roundtable Session: Developing Air Cargo Service at Your Airport** (Bach/Beethoven)

This panel will address questions about the outlook for the cargo industry, emerging markets, who are your potential partners and what is relevant information for airlines when presenting. You will be in a setting where all questions are welcomed and open for discussion.

Moderator: David F. Hoppin, Chief Executive Officer, Diio

Speakers: Chris Mangos, Director - Marketing Division, Miami International Airport
Brian Pratte, Western Division, Regional Sales Manager, Amerijet International Inc.
Bryan Schreiber, Manager, Business Development – Air Cargo, Columbus Regional Airport Authority

12:30pm – 1:30pm **Networking Lunch**

1:30pm – 3:00pm **Peer Group Discussions**

Large Hub Airport Peer Group (10m PAX + p.a.)
(Chopin)

Facilitators: Brad DiFiore,
Managing Director, Ailevon
Pacific Aviation Consulting

Justin Danehy, Assistant
Manager- Air Service
Development, Greater
Orlando Aviation Authority

Medium Hub Airport Group (3m-10m PAX p.a.)
(Mozart)

Howard Mann, Vice
President, Campbell-Hill
Aviation Group, LLC

Kevin Schorr, Vice
President, Campbell-Hill
Aviation Group, LLC

Michael Simmons, Director
of Finance, Palm Beach
International Airport

Small Hub Airport Group (<3m PAX p.a.)
(Bach/Beethoven)

Susan Kittle, Strategic
Planner, RS&H

Ken Spirito, Executive
Director, Newport
News/Williamsburg
International Airport

Bruce Tarletsky, Business
Services Consultant, RS&H

3:00pm – 4:00pm **Roundtable Session: Border Leakage** (Bach/Beethoven)

Moderator: Johanne Gallant, CEO, Fredericton International Airport

Speakers: Hampton Brown, Director, Air Service Development, San Diego County Regional Airport Authority
Luce Bureau, Director, Air Service Development, Aéroports de Montréal

4:00pm – 4:15pm **Closing Remarks** (Bach/Beethoven)

Speaker: Justin Meyer, Deputy Director of Aviation – Marketing and Air Service Development, Kansas City Aviation Department



JumpStart®
Air Service Development
June 13-15, 2016 | Denver, CO

JumpStart® Air Service Development Conference
June 13 - 15, 2016 | Denver, CO

ACI-NA's JumpStart® Air Service Development Conference is North America's premier air service development conference designed as a stand-alone networking event that brings airports and airlines together. The 2016 JumpStart Conference will take place June 13 – 15, 2016, in Denver, Colorado, at our host hotel, Denver Marriott City Center. The event will begin with a full day of educational sessions, followed by two days of one-on-one meetings between airports and airlines. Visit www.aci-na.org/jumpstart for more information.

JumpStart® Meet & Match registration closes March 18, 2016.

